

Figure: A block diagram of one preferred system architecture

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2/2 112, The Web designers and developers of the online store implement the recommendations. ш +190Re 2

Eigure: A flow chart of a preferred business process

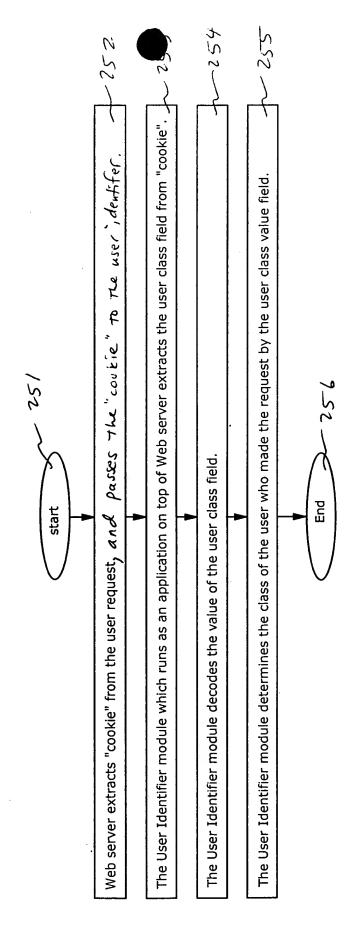
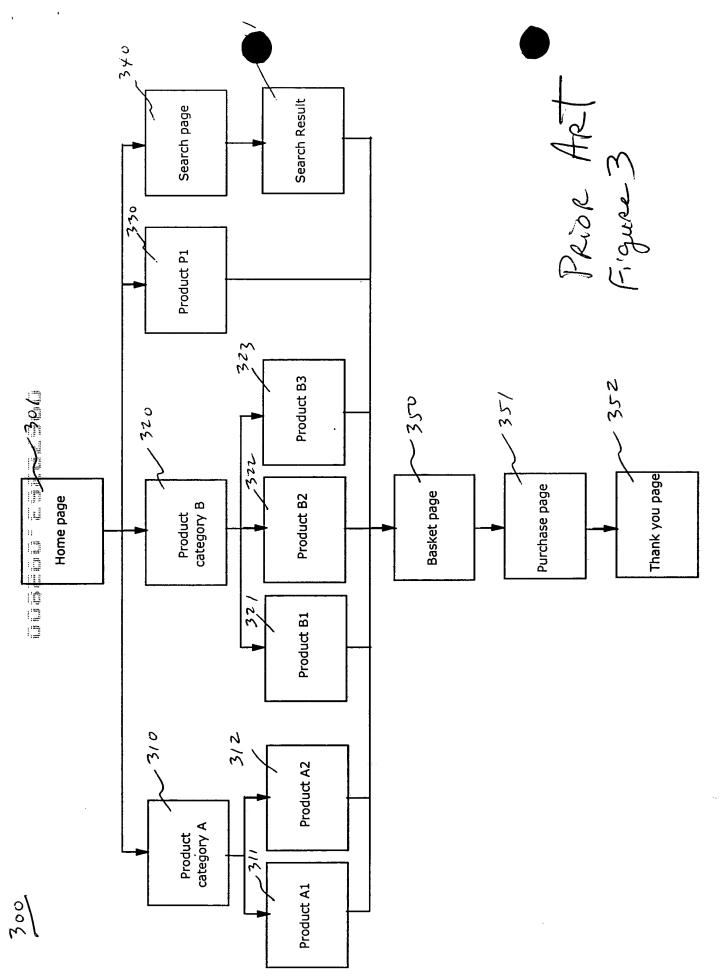


Figure 2x

Eigure: A flow chart of a preferred process of identifying user class



Eigate: An example of a prior art product catalog of an online store

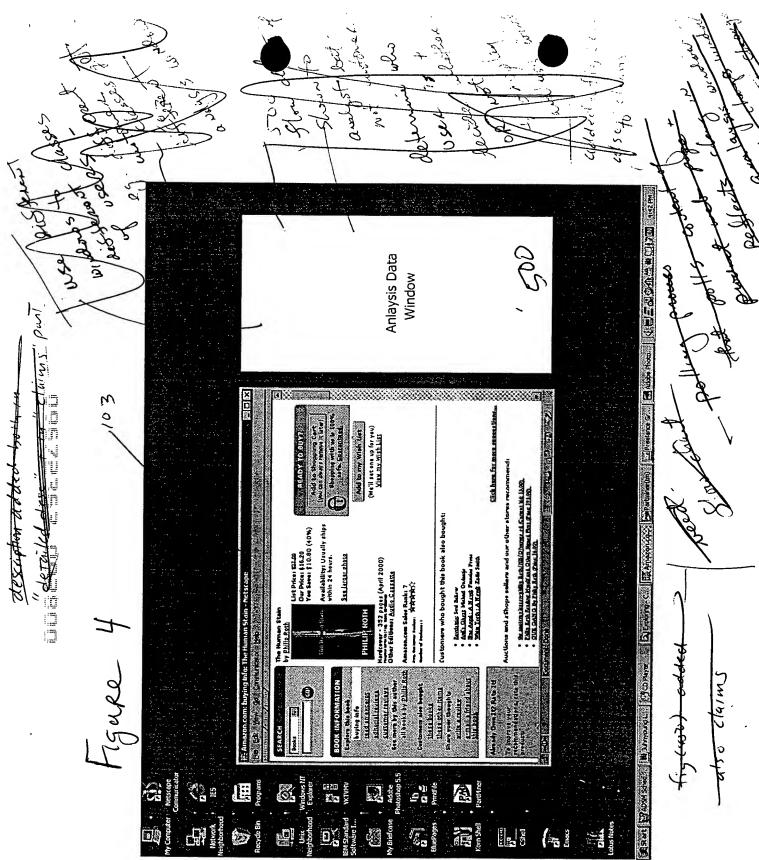


Figure: A screen shot showing a product page with its data windów

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453 256 7 35.0 527 1454 1460 8541 The user specifies a set of criteria for selecting product pages for peruse by using the user interface of the peruser program The peruser program reviews product pages and analysis data one by one, and selects ones that meet the given criteria.  $\, 
eg \,$ The peruser program creates a list of the selected product pages with their analysis data summary and hyperlinks. The user downloads one or more product pages from the list by using the hyperlinks given in the list. The user can easily understand the effectiveness of individual Web pages and their components. The peruser program downloads a set of product pages and their corresponding analysis data. The user can review the analysis data of the downloaded page which is downloaded together. A user who is a store's analyst starts the product page peruser program in his/her computer. The peruser program presents the created list to the user. The user reviews the created list of product pages. 6

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Figure # 4A

Figure: A flow chart of a preferred process of automatically perusing multiple product pages

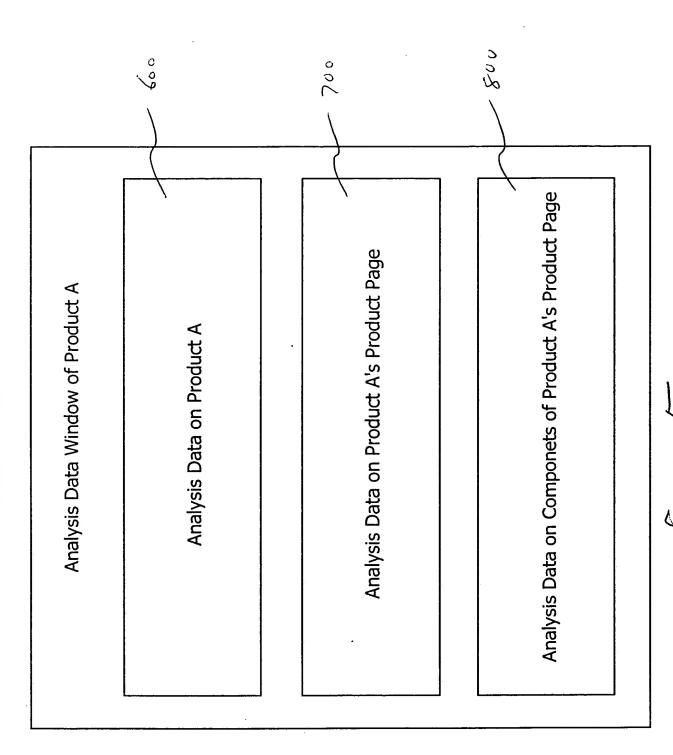
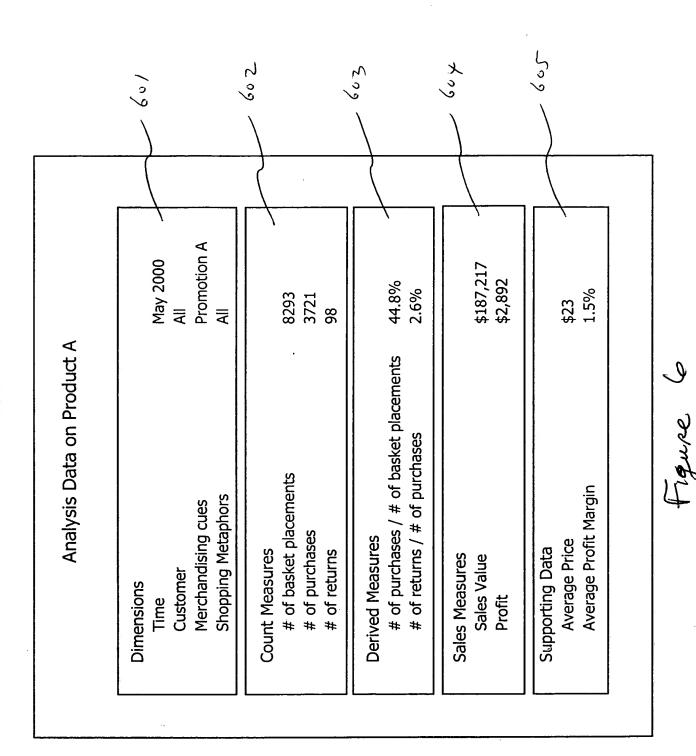


Figure: A block diagram showing an analysis data window of a product

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Eigure: A block diagram showing data on a product

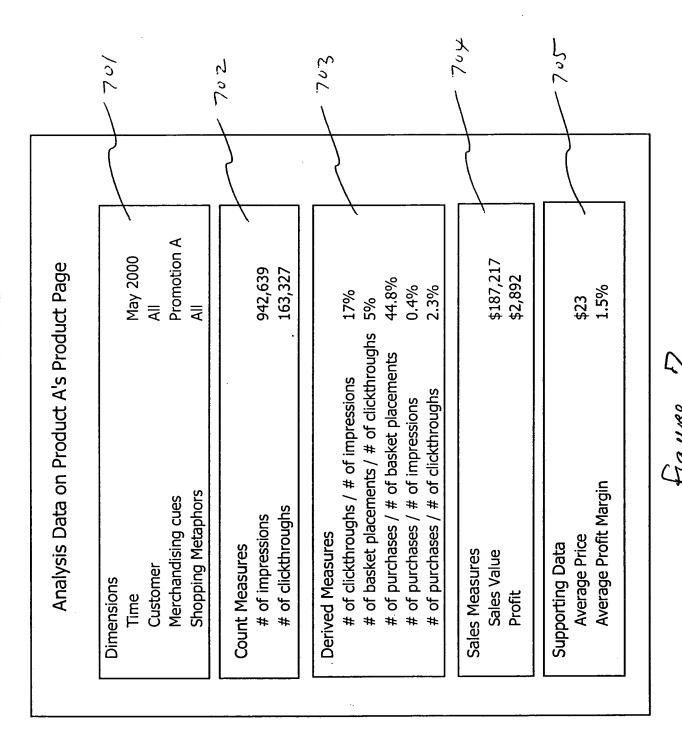
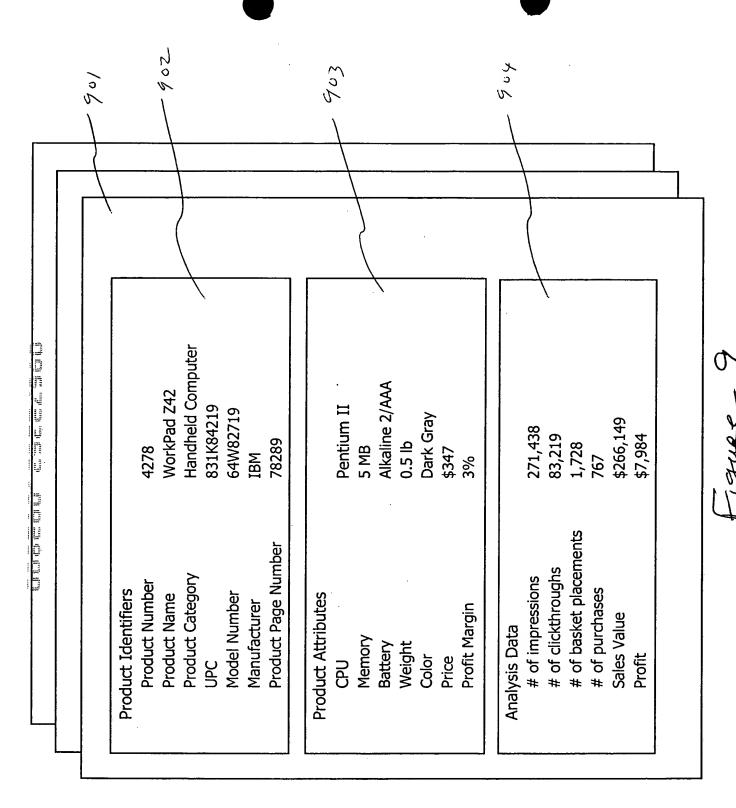


Figura: A block diagram Showing data on a product page

Figure 4 block diagram showing data on components of a product page  $\emptyset$ 



-Figure: A block diagram showing a product table

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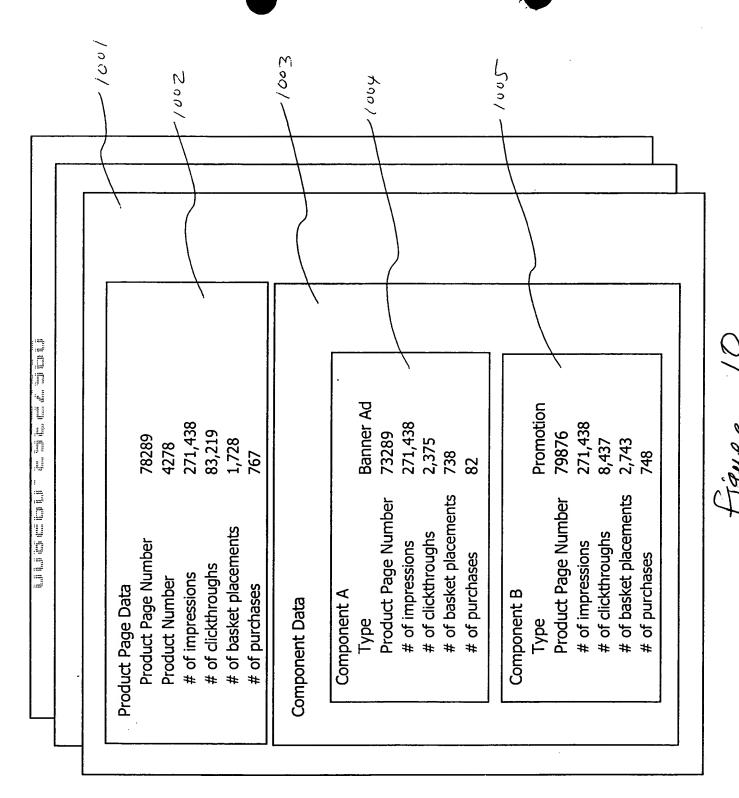


Figure 10 -1900 A block diagram showing a product page table